



**NO.1**  
SALON HAIR  
BRAND  
IN THE UK\*

**NEW XPRESS  
GREY BLENDING**

**BLENDS  
GREYS IN  
10 MINUTES**

\*According to Kline's Salon Hair Care Global Series (data for the full calendar year 2024, published in May 2025), with rankings based on product value sales in local GBP currency.

# THE BACKGROUND



Men are starting to adopt slowing aging trend, through fitness, nutrition, sleep, stress-management & non-invasive anti-aging treatments, such as hair color, fillers or Botox.



11% of men\* colour their hair, up from 7% in 2010, which was a rise from just 2% in 1999.



It's still **something to be developed**: not many men know how hair colour works and the simplicity of getting it. What they need is a **fast, clean & low maintenance service** – not to be too complicated.

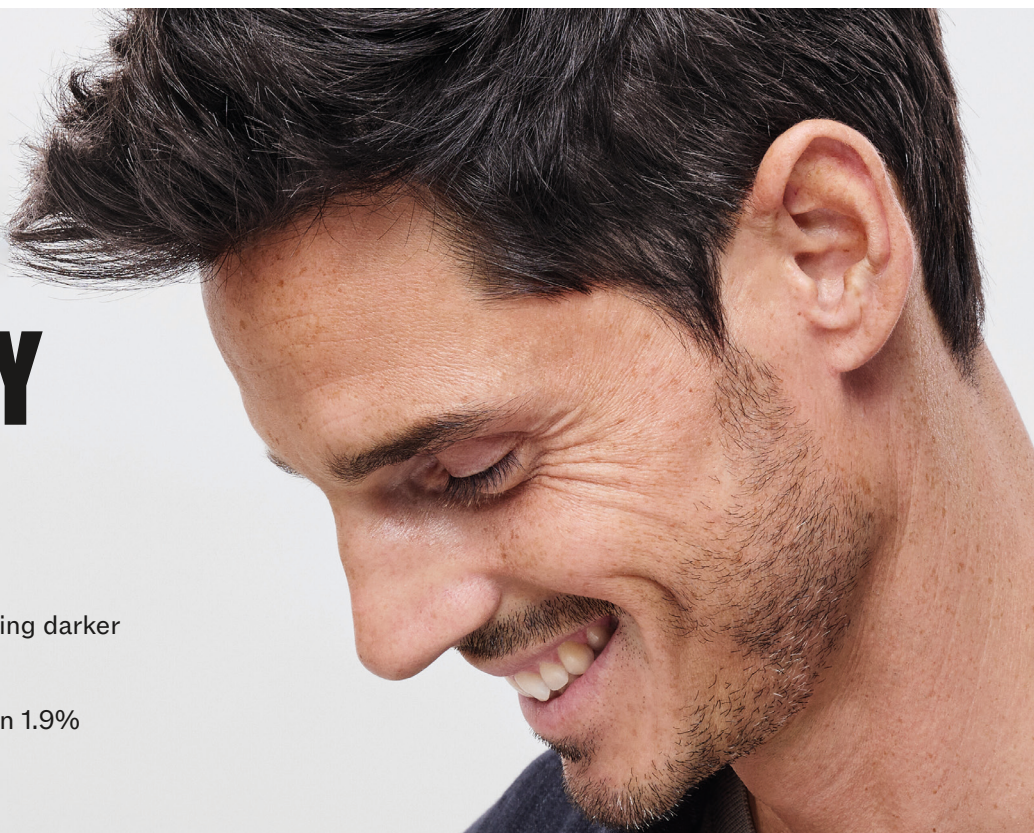
## THE IDEA

GAIN NEW MALE COLOUR CLIENTS & INCREASE YOUR COLOUR REVENUES THANKS TO

# XPRESS GREY BLENDING

BLEND GREYS IN 10 MINUTES

- ControlX Technology prevents colour going darker
- 15 shades for xpress root touch-up
- Easy application, mixed 1:2 with Welloxon 1.9%



## THE SERVICE

### MIXING GUIDELINES

1:2 with 1.9% Welloxon for Xpress Grey Blending

### TOP TIP FOR COLOR SELECTION

- For most natural looking result, use the same depth as the clients hair, if salt and pepper starting point.
- If a tonal shade is used, mix 1:1 with a natural target shade.

### DID YOU KNOW

You can also use Color Xpress on beard to blend away grey. Protect the skin with a barrier cream and apply the colour lightly to avoid skin staining.

